ETHICS IN TECH PRACTICE:
Sample Design Workflow
The sample design process on the following page offers a quick sketch of a possible integration of the tools in the Ethical Toolkit (in green) with a conventional design workflow (in black). Actual integrations must be adapted to the specific product/organization/use context.
<table>
<thead>
<tr>
<th>Stage</th>
<th>Activities</th>
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| Idea         | • Technical and Market Research  
• Casuistry (Case-Based Ethical Analysis of similar product ideas and their outcomes; what lessons/risks may transfer to this project?) |
| Sketch       | • Early Storyboarding/Wireframing of Product Functionality  
• Expanding the Circle (broaden your vision of stakeholder needs/capacities/interests beyond ideal user. Also, what are the dual-use cases?) |
| Feasability Assessment | • Technical Risk Scanning  
• Ethical Risk Scanning (what are the most significant ethical risks/concerns that this project generates?)  
• Technical and Ethical Pre-Mortem (assume this project fails. Where will the human/organizational failure points be? How can we avoid them?) |
| Build        | • Remember the Ethical Benefits of Creative Work (is this prototype still on track to deliver the envisioned benefits?)  
• Expanding the Circle (is there anyone this prototype won’t work for, or won’t work as well? If so who, and why not? Can/must we fix that?) |
| Prototype    | • Code (Front End Experience)  
• Expanding the Circle (continued: which users are we designing for/not designing for? Are we making the mistake of ‘designing for ourselves’?)  
• Think about the Terrible People (what openings/incentives might this code leave open for bad actors to exploit/abuse?) |
| Design (UX/UI) | • Code (Back-End Functionality)  
• (Keep) Thinking About the Terrible People (see above step; think again about dual-use contexts and whether your code invites harm there)  
• Remember the Ethical Benefits Again (is this product still on track to deliver the envisioned benefit, or is it becoming something else?) |
| Development  | • UAT (User Acceptance) and Beta Testing  
• Expanding the Circle (is our test group diverse/disinterested enough to reflect the real social impact of this tool? Or are we preaching to the choir?)  
• Pre-Mortem (what test feedback might reveal an ethical failure point for this product in the future? Is there a bug fix here, or a deeper ethical flaw?) |
| Testing      | • Launch/Marketing  
• Closing the Loop: Ethical Iteration (what feedback channels have we built to give us reliable signals of ethical concerns about the product?)  
• (Keep) Thinking About The Terrible People (who may soon use this product in ways we didn’t want, and what is our plan to limit their harm?) |
| Release      | • Customer Support/Quality Management  
• Expanding the Circle (are we soliciting ethically salient feedback from the full range of affected stakeholders (incl. non-users), or just a narrow set?)  
• Closing The Loop (what are we doing with the ethically salient feedback we are getting? Who is responsible for analyzing/acting on it?) |